

PHILIP MORRIS SPANISH MEDIA

Brands Participating - Marlboro, Benson & Hedges, Players

NATIONAL

<u>MAGAZINES</u>	<u>NO. OF PAGES</u>	<u>MAGAZINES</u>	<u>NO. OF PAGES</u>
Nuestro	21	Geo Mundo	18
Temas	25	Hombre De Mundo	18
Caminos	17	Mecánica Popular	18
Hispanic Review of Business	15	Vanidades Continental	24
Hispanic Business	18	TV y Novelas	24
Low Rider	18	Cosmopolitan en Español	25
Guantes	18	Buenhogar	25
Futbol	18	Intimidaciones	25
The Ring en Español	18	Activa	24
		Ideas Para Su Hogar	25
		Harper's Bazaar en Español	25

LOCAL

REGION 1

Magazine

Latin NY - 25 Pages

Newspapers - 30 Insertions

El Diario La Prensa (NYC)
La Voz Hispana de New York

Outdoor

New York - 30 Sheet - 49 Panels
2 Sheet - 571 Panels

REGION 3

Magazine

Miami Mensual - 25 pages

Newspapers - 30 Insertions

Diario Las Americas (Miami)
El Miami Herald
El Expreso de Miami

Outdoor

Miami - 30 Sheet - 20 Panels
Verticals - 25 Panels

REGION 4

Newspapers - 30 Insertions

Northwest Extra (Chicago)
Logan Square Extra (Chicago)
Wicker Park West Extra (Chicago)
La Raza (Chicago)
El Manana (Chicago)

REGION 5

Newspapers - 30 Insertions

Actualidades (Laredo News)
Tiempo de Laredo
El Sol de Texas
La Voz de Houston
El Sol de Houston
El Editor-Lubbock

Outdoor

Houston - 30 Sheet - 11 Panels
Lubbock - 8 Sheet - 14 Panels
Amarillo - 30 Sheet - 6 Panels
San Antonio - 30 Sheet - 22 Panels

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REGION 6

Newspapers - 30 Insertions
La Voz Hispana de Colorado

Outdoor

Denver - 30 Sheet - 14 Panels

REGION 7

Magazine

Mr Te Ve (Los Angeles) - 30 Insertions

Newspapers - 30 Insertions

El Editor-Odessa
El Hispano (Albuquerque)
La Prensa de Los Angeles
La Opinion (Los Angeles)
El Bohemio (San Francisco)
El Mundo (San Francisco)
Tiempo Latino (San Francisco)

Outdoor

El Paso - 8 Sheet - 30 Panels
Albuquerque - 8 Sheet - 30 Panels
Phoenix - 30 Sheet - 18 Panels
Tucson - 30 Sheet - 7 Panels
Fresno - 30 Sheet - 7 Panels
Los Angeles - 30 Sheet - 100 Panels
 Verticals - 10 Panels
Sacramento - 30 Sheet - 6 Panels
San Diego - 30 Sheet - 11 Panels
 Verticals - 2 Panels
Imperial City - 30 Sheet - 7 Panels
San Francisco - 30 Sheet - 16 Panels
 2 Sheet - 15 Panels

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